The invention claimed is:

1.   A method to identify a supplier of goods or services over the Internet comprising:

providing a home page for a user having at least one link to a directory Web site for a class of goods or services having a directory Web site domain at least partially descriptive of the class of goods or services wherein said directory Web site contains a supplier link to a corresponding supplier's Web site, and a rollover window wherein the rollover window conveys information about a supplier corresponding to the supplier link when the user's cursor is placed substantially over the supplier link wherein the home page and the directory Web sites are configured to allow a user to access the home page; select a user determined directory Web site based at least in part on the directory Web site domain name; activate the user determined directory Web site link corresponding to the directory Web site selected by the user link to the selected directory Web site; and select the supplier link for a supplier of goods or services.

2.   The method of claim 1, wherein the directory Web site further comprises a first paragraph of text comprising a description of the class of goods or services.

3.   The method of claim 2, wherein the directory Web site further comprises a descriptive title portion substantially corresponding to the description of the class of goods or services described by the directory Web site domain name.

4.   The method of claim 3, wherein the directory Web site further comprises a link to the home page.

5.   The method of claim 3, wherein the directory Web site further comprises a supplier descriptive portion corresponding to the supplier.

6.   The method of claim 5, wherein the supplier descriptive portion is located substantially adjacent the corresponding supplier link.

7. The method of claim 7, wherein the directory Web site comprises at least one substantially descriptive metatag.

8. The method of claim 1, wherein the rollover window conveys information visually to the user.

9. The method of claim 1, wherein the rollover window conveys information audibly to the user.

10. The method of claim 1, wherein the rollover window utilizes a script.

11. A method to identify a supplier of goods or services over the Internet comprising:

providing for a user an index page displayed in an initial internet browser window comprising a corresponding link to each of at least one directory Web site wherein each directory Web site comprises a directory Web site domain name, the directory Web site domain name is at least partially descriptive of a class of goods or services, the directory Web site comprises a corresponding supplier link to each of at least one supplier Web site and a rollover window wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link wherein the index page and directory Web site are configured to allow a user to view the index page; select a user determined directory Web site and the corresponding link to the user determined directory Web site based at least in part on the directory Web site domain name; activate the corresponding link to the user determined directory Web site thereby causing the directory Web site to appear in the Internet browser window link; select a first user determined supplier link for a first supplier of goods or services; and activate the first user determined supplier link to the corresponding user selected first supplier link, thereby launching a first supplier internet browser window and displaying the supplier Web site in the first supplier internet browser window.

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12. The method of claim 11, further comprising:

selecting a subsequent user determined supplier link for a subsequent supplier of goods or services; and

activating the subsequent user determined supplier link to the corresponding user selected subsequent supplier Web site thereby launching a second supplier internet browser window and displaying the subsequent supplier Web site in the second supplier internet browser window.

13. The method of claim 12, wherein the directory Web site further comprises a first paragraph of text comprising a description of the class of goods or services.

14. The method of claim 13, wherein the directory Web site further comprises a descriptive title portion substantially corresponding to the description of the class of goods or services.

15. The method of claim 14, wherein the directory Web site further comprises a link to the index page.

16. The method of claim 15, wherein the directory Web site further comprises a description of information regarding the supplier corresponding to the supplier.

17. The method of claim 16, wherein the description is located adjacent the corresponding supplier link.

18. The method of claim 17, wherein the directory Web site comprises at least one substantially descriptive metatag.

19. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet using an Internet browser by at least partially utilizing a conventional search engine employing a search algorithm comprising:

at least one directory Web site wherein the directory Web site comprises a directory

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Web site domain name wherein the directory Web site domain name is at least partially descriptive of a class of goods or services, and the directory Web site comprises:

a corresponding supplier link to each of at least one supplier Web sites;

a rollover window wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link;

a descriptive title portion substantially corresponding to the description of the class of goods or services described by the directory Web site domain name;

a description of information regarding the supplier corresponding to each supplier link located substantially proximate each supplier link; and

at least one substantially descriptive metatag wherein the Internet browser, the conventional search engine, and the directory Web site are configured to allow a user to access the conventional search engine Web site using an initial Internet browser window; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; initiate the search for a supplier of the user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activate a ranked result link corresponding to the directory Web site corresponding to the user inputted search strategy; pre-select the supplier link for a supplier of goods or services thereby causing the rollover window to display information corresponding to the pre-selected supplier link; and activate the supplier link for a supplier of goods or services thereby launching a subsequent Internet browser window and displaying the supplier Web site corresponding to the activated supplier link.

20. The supplier identification and locator system of claim 19, wherein the supplier link comprises a domain name link.

21. The supplier identification and locator system of claim 20, wherein the description is located substantially adjacent the corresponding supplier link.

22. A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising:

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at least one directory Web site, wherein each directory Web site comprises a directory Web site domain name, the directory Web site domain name is at least partially descriptive of a class of goods or services, the directory Web site comprises a corresponding supplier link to each of at least one supplier Web site, a supplier descriptive portion located substantially adjacent to the corresponding supplier link, a descriptive title portion substantially corresponding to the description of the class of goods or services described by the directory Web site domain name, at least one substantially descriptive metatag and a rollover window wherein the rollover window displays information about the supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link.

23. The supplier identification and locator system of claim 22, wherein the rollover window utilizes a script.

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